

Annual Report 2014



SpeakUpAfrica.

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Dear friends,

Another year has passed! I must admit that I truly appreciate this time of year when I take the opportunity to reflect on what we've accomplished. 2014 was a great year for Speak Up Africa, a year with many challenges. During this year of operations, we have witnessed significant achievements on the continent, which make us even more optimistic about the future. The unprecedented momentum in favor of public health in Africa continues. Unfortunately, we were also reminded of the fragility of this progress, notably by the Ebola epidemic that cost more than 9,000 lives thus far, highlighting the weakness of our health systems.

Since 1990, infant mortality has decreased by 47%, yet a lot remains to be done. In 2013, 6.3 million children under 5 years died of preventable and treatable diseases such as malaria, diarrhea and pneumonia. We now have all the necessary interventions to prevent and treat these diseases. It is therefore our duty to provide universal access and integrated quality care to communities and public health facilities.

Speak Up Africa understands that a prosperous Africa is based on healthy children born to healthy families living in healthy communities. Recognizing the importance of national leadership, we strive to contribute to continental efforts by stimulating citizen involvement, and promoting the sharing of experiences and information to increase the government's responsibility to their commitments.

In 2014 we continued our partnerships with the private sector across the continent, knowing that now more than ever, public-private partnerships are seen as a privileged means of financing health programs. Furthermore, Speak Up Africa has maintained its advocacy activities to encourage the appropriate allocation of funds according to health priorities, strengthening accountability mechanisms, and ensuring that communities are the main actors in health programs.

In the beginning of 2015, Speak Up Africa continued to advocate for preventable deaths in Africa by delivering interventions to prevent malaria, pneumonia, diarrhea, and other infectious diseases in each community. Let's be the generation that refuses to see a father, a mother or a child dying from a preventable disease. Let's be the generation that finds solutions to improve the quality of life for all!

Yacine Djibo, President & Founder





While pneumonia, diarrhea, and malaria continue to wreak havoc among children worldwide, the international community continues to set ambitious targets for eliminating these scourges and all other causes of child mortality that threaten the health of infants and their mothers.

We are currently at a crossroads between the Millennium Development Goals and the Sustainable Development Goals. All of these themes revolve around one concept: local, sustainable leadership. The world is beginning to realize that real changes result from the ability of communities to connect and treat their problems together.

This notion of leadership is at the heart of Speak Up Africa's action plan. We remain convinced that the continent's problems will only be solved through local leadership. It must be significant and must rally all segments of society.

Speak Up Africa works tirelessly to mobilize the decision-makers of the world around our fight against preventable deaths of children and their mothers in African communities. We invest in Africa's future by understanding that it depends on its population. Speak Up Africa concentrates all our energy and creativity to build that solid foundation, and we will continue to demonstrate that there is no better investment.

Kate Campana, Chief Executive Officer



Our Mission

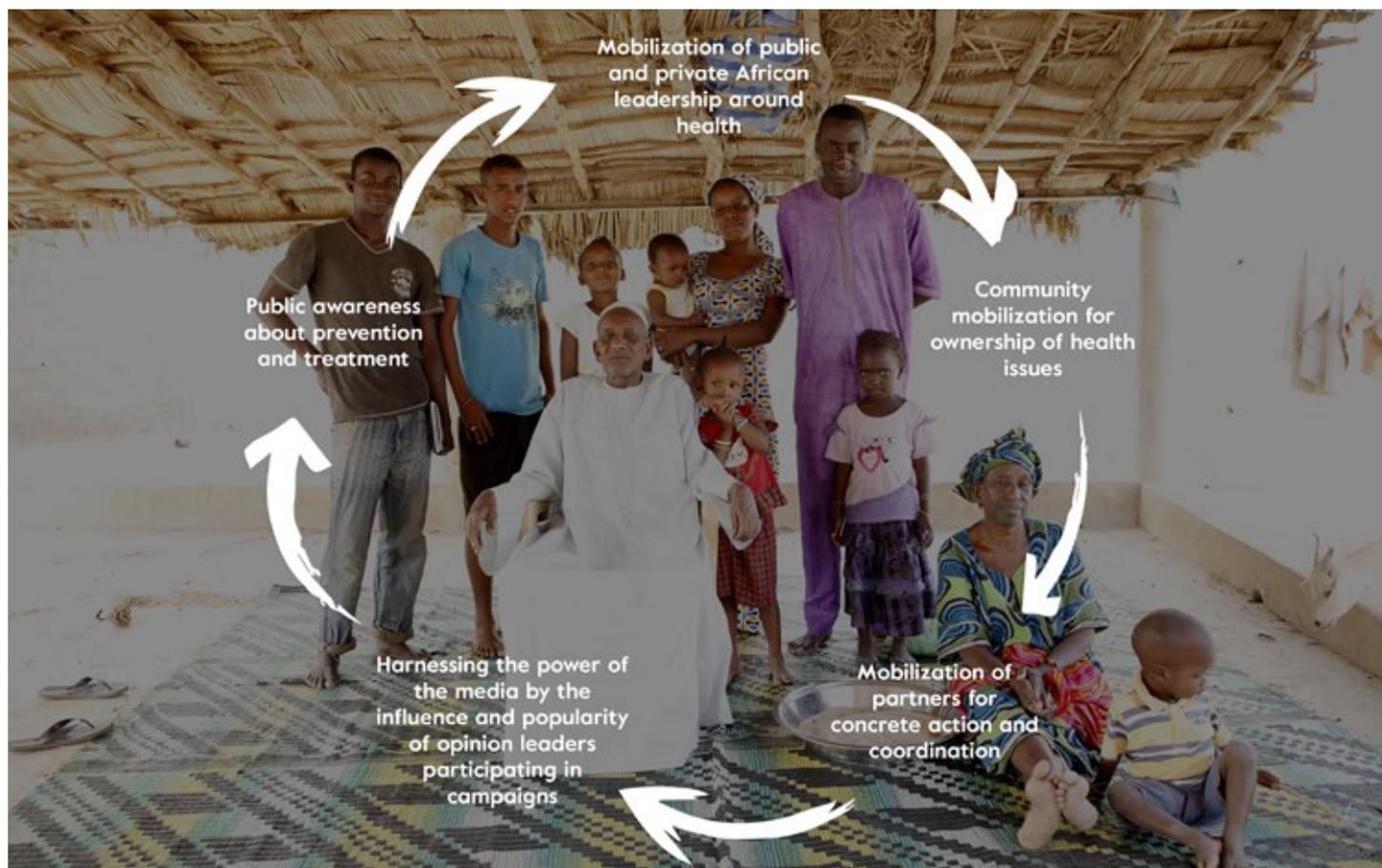
Speak Up Africa is a not for profit public health communications and advocacy organization headquartered in Senegal committed to stopping deaths from preventable and treatable diseases. Speak Up Africa catalyzes African leadership for the implementation of new positive practices and mobilization of the resources needed to tackle one of the most pressing issues in Africa: health.

Our Approach

Speak Up Africa's approach to public health is based on proven strategies:

- 🦋 **Harnessing the power of the media:** Speak Up Africa relies on the influence and popularity of the most famous celebrities in Africa – artists, athletes, actors, and political, religious and cultural leaders, to create far reaching media campaigns.
- 🦋 **Catalyzing the engagement of policymakers:** The momentum generated by Speak Up Africa's campaigns serves as a popular mechanism to improve transparency and encourage governments to meet their commitments.
- 🦋 **Facilitate policy change:** Speak Up Africa works with the international community and national governments to adopt strategic policies at the national level.
- 🦋 **Secure resources:** Taking action for health requires full cooperation from all sectors. Our platforms and experience provide the skills necessary to unlock catalytic resources.
- 🦋 **Support citizen engagement:** Speak Up Africa works with African youth to inform new generations of active citizens and develop their skills so that they can make informed decisions about their health to improve their quality of life.

Our Theory of Change





Our Team

We are a team of communication experts working toward positive behavior change and advocacy for public health.

 **YACINE DIOP DJIBO**
Founder and President

 **MAELLE BA**
Program Officer

 **KATE CAMPANA**
Chief Executive Officer

 **FELIX SARR**
Director of Audiovisual Production

 **FARA NDIAYE**
Programs Director

 **JESUS NAVARRO**
Project Officer

 **ROKHAYA DIOP**
Treasurer

 **ANTA MBODJ SARR**
Logistics and Administrative Manager

 **ALIA TANKO**
Program Officer

 **ANTA GAYE**
Administrative and Financial Manager

Our Key Metrics



Offices in Dakar and New York



Operations in 7 countries



40 public and private partners



51,000 likes on Facebook



650 Twitter followers

Our Logo

Speak Up Africa’s logo was recognized as one of the best of logos of 2013 by Entrepreneur Magazine. “Nonprofit organizations often lack funds to invest in the design of the logo, but Speak Up Africa, a communication and advocacy nongovernmental organization working toward the betterment of child health, has a clear and powerful logo. The identity of sound waves in the shape of the African continent aptly reflects the mission of the organization.”



SpeakUpAfrica.



Our Campaigns.



Malaria.

- 📌 207 million registered cases worldwide in 2013.
- 📌 627 000 malaria deaths each year.
- 📌 80% of recorded cases occur in 18 countries.
- 📌 78% of recorded deaths worldwide affect children under 5 years.
- 📌 12 million dollars are lost each year in sub-Saharan African countries due to malaria.
- 📌 90% of malaria deaths are in sub-Saharan Africa.



Football Combating Malaria

With the successful scale up of proven and effective interventions recommended by WHO, Senegal is now paving the way for malaria pre-elimination and elimination in many parts of the country. The increase in the supply of care and prevention services has become a reality. The use of services by communities is an imperative if we are to achieve the desired impact.

In order to contribute to this objective, Aspire Academy and the Leo Messi Foundation joined the Ministry of Health and Social Action by supporting the implementation of a major campaign combining the distribution of Long Lasting Insecticidal Nets (LLINs), and awareness-raising on all prevention and care methods. Football Combating Malaria (FCM) is implemented by Speak Up Africa under the supervision and guidance of the National Malaria Control Program.



Campaign Objectives

- 👉 Increase knowledge on malaria.
- 👉 Promote the use of LLINs.
- 👉 Promote early care-seeking in targeted communities.
- 👉 Strengthen access to LLINs by distributing nets bearing the image of Lionel Messi to children attending primary school.
- 👉 Establish a strong monitoring and evaluation system for collecting real-time data on the number of people and LLINs in communities, the number of people reached by the program as well as the number of malaria cases occurring.



Training of Community Supervisors

Speak Up Africa trained 370 supervisors selected from communities throughout Senegal. The ultimate aim was to have at least one Football Combating Malaria team in all 76 districts of Senegal. Training began June 2, 2014 and ended September 13, 2014, with 30 people trained per week until we reached the objective of 370 trainees.

During the first three weeks, nearly 70 Football Dreams program coordinators from Aspire Academy were trained. These coordinators were selected based on their commitment to their communities. The training of these community supervisors was exclusive to people with leadership skills, who are able to mobilize their community around the malaria fight using the power of football.

Once trained, these community supervisors receive a series of awareness-raising tools – a training guide, flipchart, and advice cards, – to help them train four community change agents, and facilitate their outreach work in the field.



The Mission of the Change agent

- 📍 Perform a minimum of 20 home visits per week in their community.
- 📍 In collaboration with the community supervisor, organize a minimum of two social mobilization activities per month.
- 📍 Share the highlights from the field using photos and videos.
- 📍 Represent FCM values amongst the population.



Monitoring and Evaluation

Speak Up Africa partnered with New York University's Global Institute for Public Health Capstone program to assess the mid-term impact and effectiveness of the Football Combatting Malaria training. This study was conducted through quantitative and qualitative data collection and analysis to determine the impact of change agents in the community, primarily through the use of household surveys. The capstone team studied, through preliminary investigations, data concerning changes in knowledge, attitudes, and behaviors of communities.



Doha Goals

Football Combatting Malaria was presented at the "Doha Goals Forum," the first global platform bringing together leaders, athletes and younger generations around the theme of sports to exchange, share, and create new initiatives, contributing to economic and social development and the well being of all.

Campaign Website

The campaign website **address:** www.footballcombatingmalaria.org was developed and is currently maintained by Speak Up Africa. This bilingual (English/French) website shows the highlights of the initiative as well as the activities carried out by the supervisors and key messages launched by the champion of the campaign, Lionel Messi.

On Social Media

Campaign's milestones are systematically shared on social media on social networks. The Facebook page now counts 646 likes and 11 followers on Twitter.

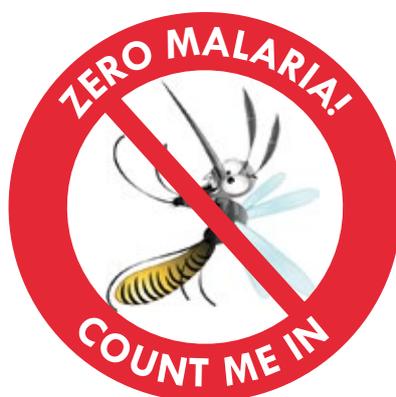
During the World Cup, information on malaria and Lionel Messi was shared before, during and after the championship games.



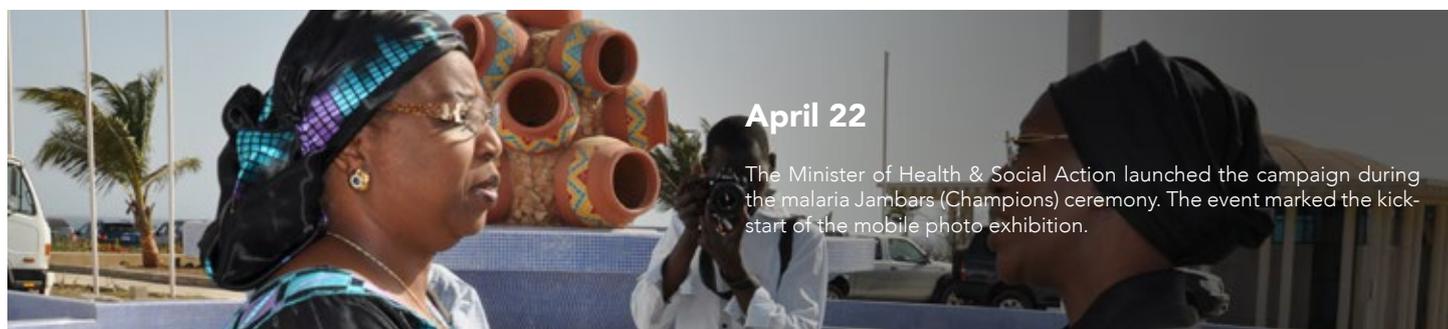
Zero Malaria! Count Me In

The Zero Malaria! Count Me In campaign was launched in Senegal on April 22, 2014 by the Minister of Health at the second annual 'Jambars,' (Champions) ceremony for the fight against malaria. Designed & implemented by the National Malaria Control Program, PATH & Speak Up Africa, the campaign is part of an inclusive advocacy etc. The specific objectives of the campaign are as follows:

- 📍 Build political commitment at the highest level of the Senegalese state in favor malaria elimination.
- 📍 Mobilize the financial resources necessary to stop malaria once and for all in Senegal.
- 📍 Strengthen partners and citizens engagement.

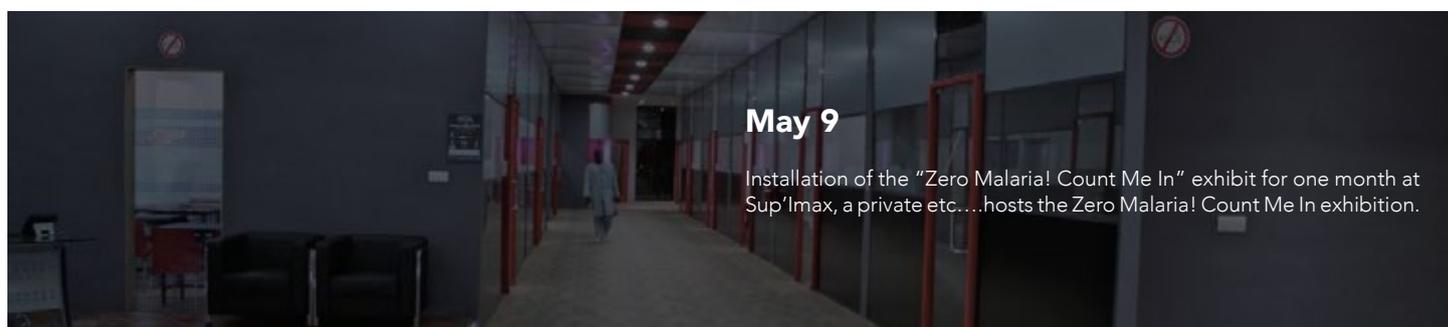


Highlights



April 25

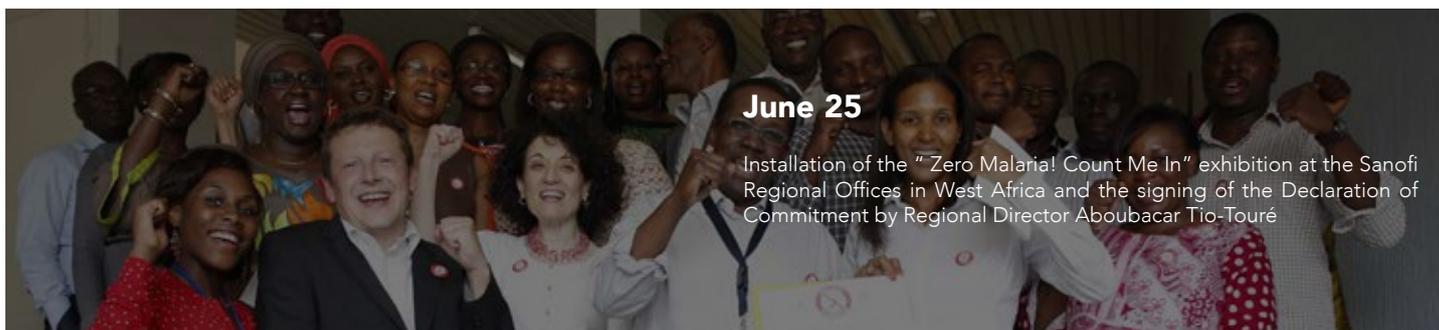
The district of Richard-Toll located in northern Senegal hosts the exhibition.





June 1

In support of the Football Combating Malaria Campaign, the Rhino Hotel hosts the exhibition.

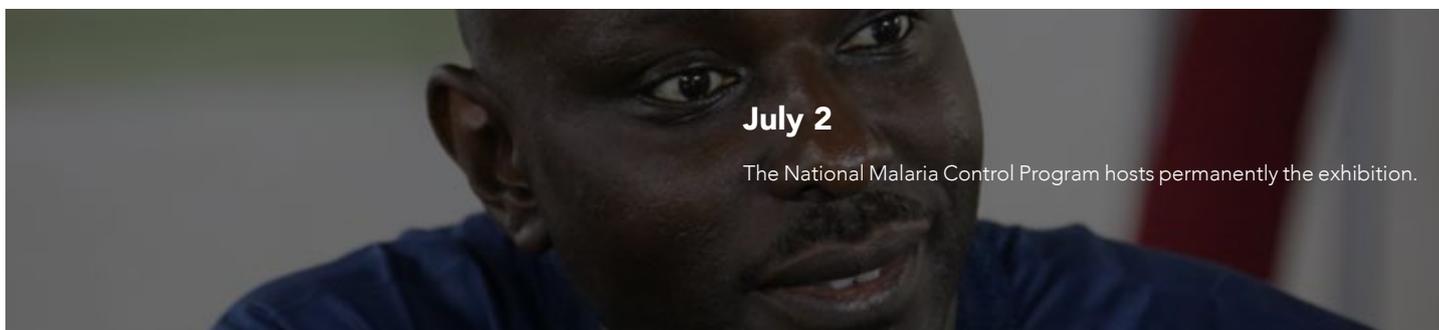


June 25

Installation of the "Zero Malaria! Count Me In" exhibition at the Sanofi Regional Offices in West Africa and the signing of the Declaration of Commitment by Regional Director Aboubacar Tio-Touré

July 1

Adil Dbilij, Director General of Peacock Investments, signed a Declaration of Commitment for the campaign and donated a batch of insecticide treated bednets to the Yaakaaru Guneyi center, a shelter for young children and victims of violence in Guédiawaye, a suburb of Dakar.



July 2

The National Malaria Control Program hosts permanently the exhibition.

July 10

The President of the AIESEC-CESAG, Massandjé Touré, signed the Declaration of Commitment on behalf of the youth organization.



July 25

Launch of the vacation card program for 200 children in the Khombole health district. With these cards, children pledged to sleep and to ensure their host families are sleeping under insecticide-treated nets throughout the rainy season.



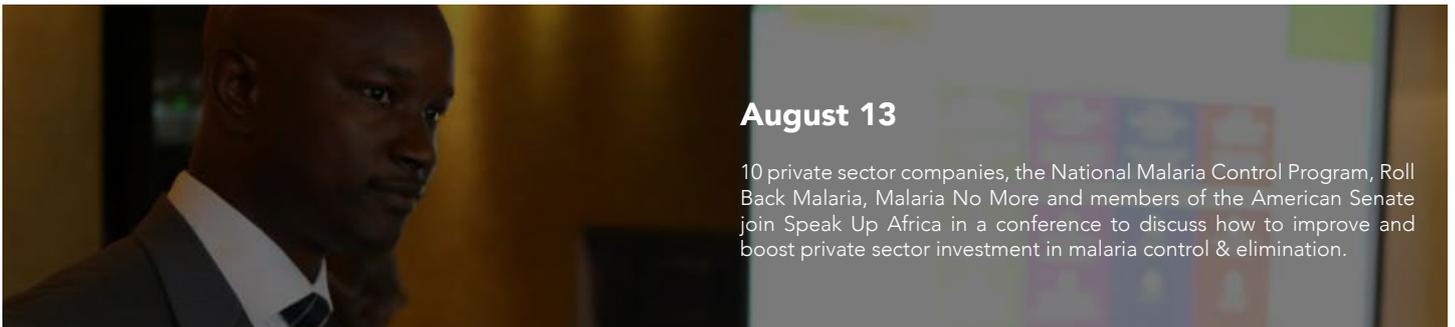
August 12

The Guardian publishes an op-ed on the Senegal Sugar Company and its malaria control policy.



August 13

10 private sector companies, the National Malaria Control Program, Roll Back Malaria, Malaria No More and members of the American Senate join Speak Up Africa in a conference to discuss how to improve and boost private sector investment in malaria control & elimination.



October 11

Jokko Labs (include description), hosts the exhibition in the presence of Dr. Fatoumata Nafou-Traoré, Executive Director of Roll Back Malaria.



October 18

Awareness session at Ogo Diop elementary school in Parcelles Assainies, Dakar.



November 25

Commitment of Her Excellency the First of Lady of Niger, in Niamey, at the opening ceremony of the annual meeting of the West African Sub-regional network of Roll Back Malaria (WARN).



November 26

Mark Dybul, Executive Director of the Global Fund against HIV/AIDS, Tuberculosis & Malaria commits to the campaign & signs the Declaration of commitment.





November 27-28

Jean Mermoz High School hosts the exhibition and organizes an awareness session for children aged 12 to 15.



November 29

Installation of “Zero Malaria! Count Me In” stand at the Grand Theatre in Dakar in the village during La Francophonie.

Engage the Private Sector in the Fight Against Malaria

As part of the mobilization of financial resources for the fight against malaria, Speak Up Africa works with multiple partners in the private sector in Senegal and throughout West Africa to share successful experiences, develop roadmaps, plans, and innovative action in the context of their malaria fight.

Roundtable on the engagement of the private sector in malaria control & elimination in Senegal

For the first time in Senegal, as part of the “Zero Malaria! Count Me In” Campaign, Speak Up Africa brought together private sector representatives from 10 companies, the National Malaria Control Program, the Roll Back Malaria Partnership, PATH, USAID/PMI, a few members of the American Senate and Malaria No More to boost investment from the private sector in the national fight against malaria.

To maintain this national momentum towards malaria elimination, Senegal aims to combine treatment and prevention efforts with systematic determination to mobilize resources and catalyze leadership from national and international organizations.

Public-private partnerships for malaria control & elimination in West Africa

As part of its coordination activities, the Roll Back Malaria Network for West Africa (WARN) organized a round table discussion involving the private sector in the fight against malaria in West Africa in Niamey, Niger, November 24, 2014.

The meeting, facilitated by the NMCP of Niger and Speak Up Africa, was held on the sidelines of the annual meeting of WARN. Held from November 24-28th, 2014. Under the patronage of Mrs. Rakia Jackou Kaffa, Minister Delegate of industrial development of Niger, this meeting was considered timely in times of economic crisis, when the resources available for malaria control & eliminate are more scarce. This initiative also responds to a need far more pressing: the diversification of funding sources for malaria control & elimination in West Africa. Roll Back Malaria, through WARN, urges all of its members to appeal to local private sector companies to contribute to the national effort.

Alongside the National Malaria Control Program Managers in the West Africa sub-region, many companies including Areva in Niger, Bank of Africa, the Grands Moulins of Niger, Sanofi, Total, and members of the Coalition of the private sector in the fight against Malaria, HIV/AIDS and Tuberculosis were represented. To maximize the scope of the regional trading platform, the WARN Network invited the Senegalese Sugar Company (CSS) to share its experience, as part of its malaria elimination activities in the Richard-Toll district.

The meeting provided a platform to exchange on best practices on public-private partnerships for health initiatives and develop potential areas of collaboration amongst the participants. The discussions led to recommendations for stakeholders, including creating an open environment for the mobilization of the private sector in the fight against malaria.

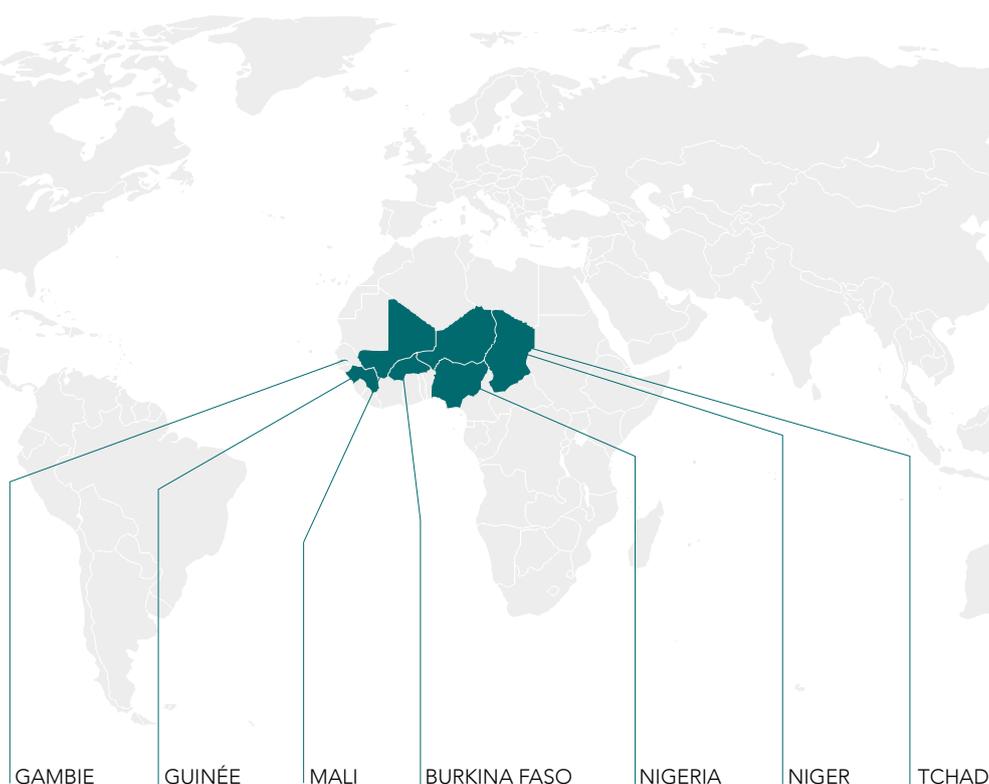


ACCESS SMC

(Achieving catalytic expansion of seasonal malaria chemoprevention in the Sahel)

Speak Up Africa is a partner in an innovative program for malaria prevention for children under 5 in West Africa. Access-SMC is a project funded by UNITAID, led by the Malaria Consortium in partnership with Catholic Relief Services (CRS), which supports the National Malaria Control Program for the scaling of seasonal malaria chemoprevention (SMC) across the Sahel. This three-year project is also supported by the London School of Hygiene & Tropical Medicine, The Center of Support for International Health, Management Sciences for Health, and Medicines for Malaria Venture. It will provide up to 30 million SMC treatments per year to 7.5 million children under-5 in Burkina Faso, Gambia, Guinea, Mali, Niger, Nigeria and Chad, potentially preventing 49,000 deaths from malaria.

SMC involves the monthly administration of relatively affordable drugs to all eligible children during the malaria season to prevent disease and reduce the incidence of clinical episodes and potential transmission. SMC can prevent about 75% of all of simple and severe cases of malaria.



CRS will work with Speak Up Africa using community-based communication techniques to maximize the impact on the population. Speak Up Africa will use a proven methodology called parasocial interaction to deliver awareness messages through the voices of community leaders with whom the audience closely identifies. Mass communication will aim to increase demand for SMC. Speak Up Africa will also work with health and media partners to develop a media plan that will maximize the dissemination of campaign messages through multiple distribution channels including community radio.



Roll Back Malaria Partnership

Throughout 2014, Speak Up Africa has strengthened its collaboration with the Roll back Malaria Partnership. Speak Up Africa, through its President, Yacine Diop Djibo, chairs the committee on advocacy for resource mobilization. Our mission here is to reinforce national efforts to finance research for activities in the malaria fight. This component will consolidate the work already performed with the West Africa Network of RBM (WARN), which Speak Up Africa also chairs with the Program Coordinator for the NMCP in Niger, Dr. Hadiza Jackou.

Through Roll Back Malaria, Speak Up Africa encourages the increase of national budgets allocated to malaria, a guide for national decision-makers in the use of their available resources and, finally, working with governments to identify and mobilize various sources of international financing. In the framework of technical assistance missions, Speak Up Africa is also working with WARN to engage the private sector by creating common platforms combining the interests of all partners.

United Against Malaria

Founded in 2010 and resulting in a partnership between RBM and Kyne Communications Agency, the United Against Malaria campaign brings together Heads of State, football players, celebrities, and multinational nongovernmental organizations, all determined to end this disease. Designated the official campaign of the African Cup of Nations (CAN) in 2013, United Against Malaria has reached hundreds of millions of people with messages for prevention in the malaria fight.

United Against Malaria (UAM) received the award for international campaign of the year at the PR Week Awards, March 20, 2104.





Communications Community of Practice (CCoP)

On the eve of the development of the GMAP II, Roll Back Malaria realized that to achieve the objectives of the Global Malaria Action Plan, it was essential to establish programs for efficient communication. Considering the huge gap between the possession and use of Long-lasting Insecticide treated Nets (LLINs) and low coverage of intermittent preventive treatment in pregnancy, in some countries, the behavior change communication activities should be better addressed.

The CCoP therefore aims to give CCoP partners at the national level, the means to deploy and evaluate effective communication campaigns to ensure the proper use of the means of prevention and treatment to fight against malaria.

Fara Ndiaye: Director of Programs at Speak Up Africa, is co-chairing this platform alongside Rob Ainslie (Johns Hopkins Center for Communication Programs).

Members of the met on May 12-13 in Geneva, Switzerland. The objectives of the meeting were to:

- 👉 Raise awareness within RBM working groups on the role and importance of the CCoP in improving the implementation of malaria control activities.
- 👉 Understand the impact of social and behavior change communication (SBCC) on the implementation of prevention programs, treatment and the fight against malaria through the experiences and lessons learned in the field.
- 👉 Advocate for sufficient funding to finance social behavior change communication (SBCC) activities worldwide.
- 👉 Identify and develop the work plan of the CCoP for 2014-2015.



The 26th Board of the Roll Back Malaria Partnership: The 26th Board meeting of the Roll Back Malaria Partnership (RBM) was held in Geneva, Switzerland, from May 14-16 2014. On that occasion, Ministers of Health of endemic countries agreed to solicit stronger representation of their countries in future meetings of the Board of Directors.

The Victoria Falls Declaration

The Roll Back Malaria Partnership, in collaboration with the International Organization for Migration (IOM), invited, on July 5-6 2014 in Zimbabwe,, the Ministers of Health from highly endemic regions, as well as private industry players, to discuss the impact of migration on the fight against malaria and to develop health services adapted to mobile and migrant transboundary populations.

“We are here today to identify effective methods that can expand interventions against mobile migrant malaria populations. The fight against malaria requires increased collaboration between governments, international organizations, civil society and the private sector to ensure universal access to health services for migrants who are inaccessible and are therefore vulnerable in Southern Africa.” Dr. Parirentyatwa, Minister of Health of Zimbabwe

Recognizing that malaria continues to hamper economic development especially for the poorest people, the Ministers of Health adopted the Victoria Falls Declaration, in which they undertake to eliminate malaria and to expand the fight against the disease for hard to reach migrant and mobile populations.

The Declaration includes a 10-point action plan to put measures into place which support the work undertaken to control and eliminate malaria:

- 1** Conduct internal audits to determine how endemic countries can best support the work of Roll Back Malaria.
- 2** Ensuring high-level participation in the activities of the Partnership.
- 3** User regional political entities to support national policies.



- 4** Consider other national funding sources including the areas of environment, water and sanitation, agriculture, tourism, etc. in the desire to place malaria high on the agenda of Heads of State and to arrive at an integrated budgeted plan in each country.
- 5** Develop a comprehensive communication strategy highlighting the work undertaken in the fight against malaria.
- 6** Implement structures overseeing the transfer of funds to avoid misuse..
- 7** Commit to developing, in partnership with IOM, cross-border policies for prevention in the fight against malaria in recognition of the complex relationship between malaria and human mobility.
- 8** Develop an innovative funding partnership to reduce dependence on donors and development partners.
- 9** Mobilize companies interested in the fight against malaria in order to encourage and maximize national momentum.
- 10** Establish bold and innovative financing mechanisms to fund the fight against malaria so as not to interrupt the substantial work of the Roll Back Malaria Partnership.

Advocacy for Resource Mobilization in Gabon

The Central Africa Sub-regional network of RBM (CARN) in partnership with the Ministry of Health of Gabon, organized an advocacy resource mobilization for malaria workshop. This workshop, facilitated by Speak Up Africa was held in Libreville, Gabon, from September 15-17, 2014.

The technical advocacy guide for resource mobilization (Advocacy for Resource Mobilization, ARM), published in 2014, was used during the workshop. This guide aims to provide the resources and tools that national governments can use to identify the different sources of funding available for the fight against malaria.

Resource Mobilization Workshop of the Asia Pacific Malaria Elimination Network

In collaboration with the Thai Ministry of Health, the Asia Pacific Malaria Elimination Network (APMEN) an advocacy resource mobilization for malaria workshop, held in Bangkok from December 5-9, 2014, co-facilitated by Speak Up Africa, Malaria No More, and Malaria Consortium.

Annual Meeting of the West African Sub-regional Network of Roll Back Malaria (WARN)

As part of its coordination activities, the West African Sub-regional Network of Roll Back Malaria (WARN) organized its annual activity review and planning for malaria control in the sub-region on November 24-28, in Niamey, Niger.

Under the patronage of Her Excellency, the First Lady of Niger, Ms. Aissatou Hadija Issoufou, and the Minister of Health, Mr. Mano Aghali, and attended by MPs on the Parliamentary Network for the Fight against Malaria, AIDS and Tuberculosis, and five ministers of the Government of Niger, the annual meeting of the Network brought together the 16 countries of the sub-region, partners, private sector companies, researchers, and finally malaria control experts.

During the meeting participants analyzed the potential bottlenecks that may impede the implementation of activities and examined the complementarity of the various ongoing projects and funding for the fight against malaria. The impact of the spread of the Ebola virus on current activities was also highlighted. The NMCPs and present partners have set new steps for the effective implementation of their respective strategic plans while insisting on sharing best practices and other technical guidance throughout the sub-region.



The 27th Board Meeting of the Roll Back Malaria Partnership

The 27th Board Meeting of the Roll Back Malaria Partnership (RBM) was held in Bangkok, Thailand, from 2-4 December, 2014.

Ebola.

- 👉 17% of deaths caused by Ebola have affected children under 5 years.
- 👉 20,972 cases in three endemic countries (Guinea, Liberia, Sierra Leone).
- 👉 8259 deaths since the beginning of the epidemic.



Africa United

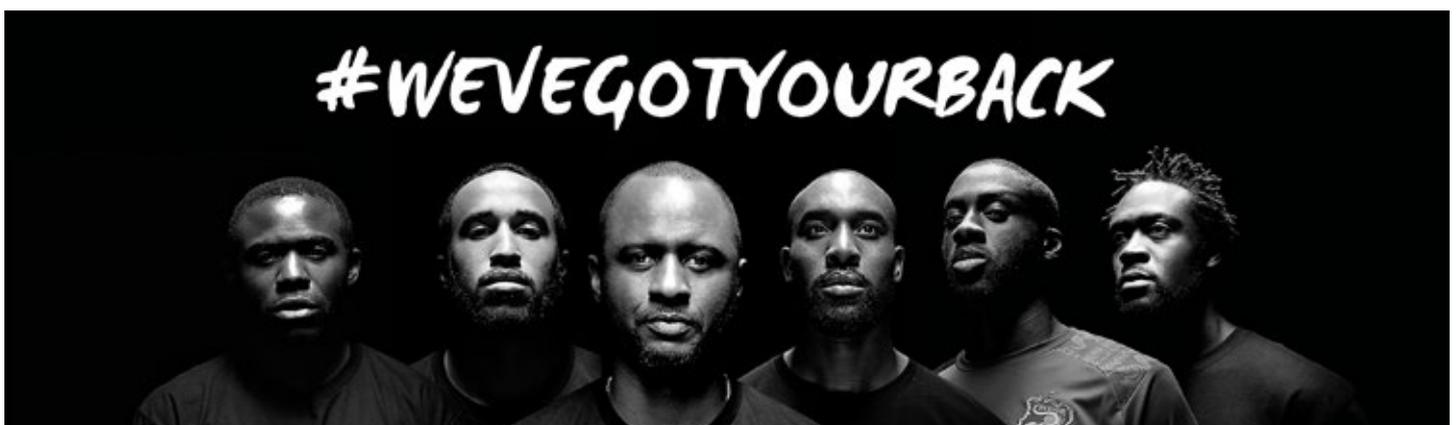
Africa United is a campaign that aims to slow the spread of the Ebola Virus. Funded by the Centers for Disease Control Foundation (CDCF), founded by actor Idris Elba, and implemented by Speak Up Africa and Kyne Communications, Africa United aims to not only restore confidence in health workers, but also to provide vital information to countries affected by the Ebola virus in West Africa



In a TV spot titled "We've Got Your Back," Idris Elba and football players Yaya Touré, Carlton Cole, Kei Kamara, Patrick Viera, Fabrice Muamba and Andros Townsend commit themselves to the fight against this disease. In this video, football players say that despite their hero status attributed by their fans, health workers struggling against Ebola are the real heroes. Each player has the name of a health worker on his jersey as a sign of respect for "the most important team in the world."



"I wanted to support the campaign for many reasons. I could not stand by and do nothing to help fight against Ebola. It is important that we do not treat Ebola as though we're dealing with a topic of discussion among colleagues, nor as a topic that we simply follow in the news. Rather, our goal should be to act," declared professional Ivory Coast player Yaya Touré.



Intellectual disability.

- 🔗 Those with intellectual disabilities have the capacity of learning and integration.
- 🔗 80% of people with intellectual disabilities live in developing countries.
- 🔗 Most adults with intellectual disabilities receive incomes that are below the poverty line.



Special Olympics

Hosted by Her Excellency, the President of Malawi Joyce Banda in February 2014, the African Leadership Forum on Intellectual Disabilities (2014), appealed to Heads of State, First Ladies, and Ministers from across Africa to join Malawi to change the course of events for children and adults with intellectual disabilities.

To support the National Law of Malawi on Mental Disability and the UN Convention on the Rights of Persons with Disabilities (CRPD), the Chairperson, HE President Banda, is committed to working with organizations that work toward positive development for persons with disabilities, including the Paralympic Games, to further integrate people with intellectual disabilities into their communities and put their concerns at the forefront of development strategies.

Forum Objectives

- 📌 Mobilize Heads of State, civil society, and the private sector to support inclusive programming in Africa.
- 📌 Raise awareness of the challenges and opportunities presented by the integration of people with mental disabilities.
- 📌 Cultivate private sector support for the summit in Malawi in order to open new paths and maintain private sector funding for the identification of programs in Africa.

Speak Up Africa partnered with Civic Enterprises to provide technical assistance for the implementation of the forum.



Signature of the Lilongwe Declaration

On June 21, 2014, Speak Up Africa signed the Lilongwe Declaration in Dakar, joining Special Olympics to promote the inclusion of people with intellectual disabilities in the national and International agenda.

Child Health.

Diarrhea.

- 👉 1.7 Million cases of diarrhea are reported worldwide each year.
- 👉 Diarrhea is the second leading cause of death among children under 5 years.
- 👉 Diarrhea kills 760,000 children each year.
- 👉 780 million people lack clean water.
- 👉 2.5 billion human beings do not have access to basic sanitation.

Pneumonia.

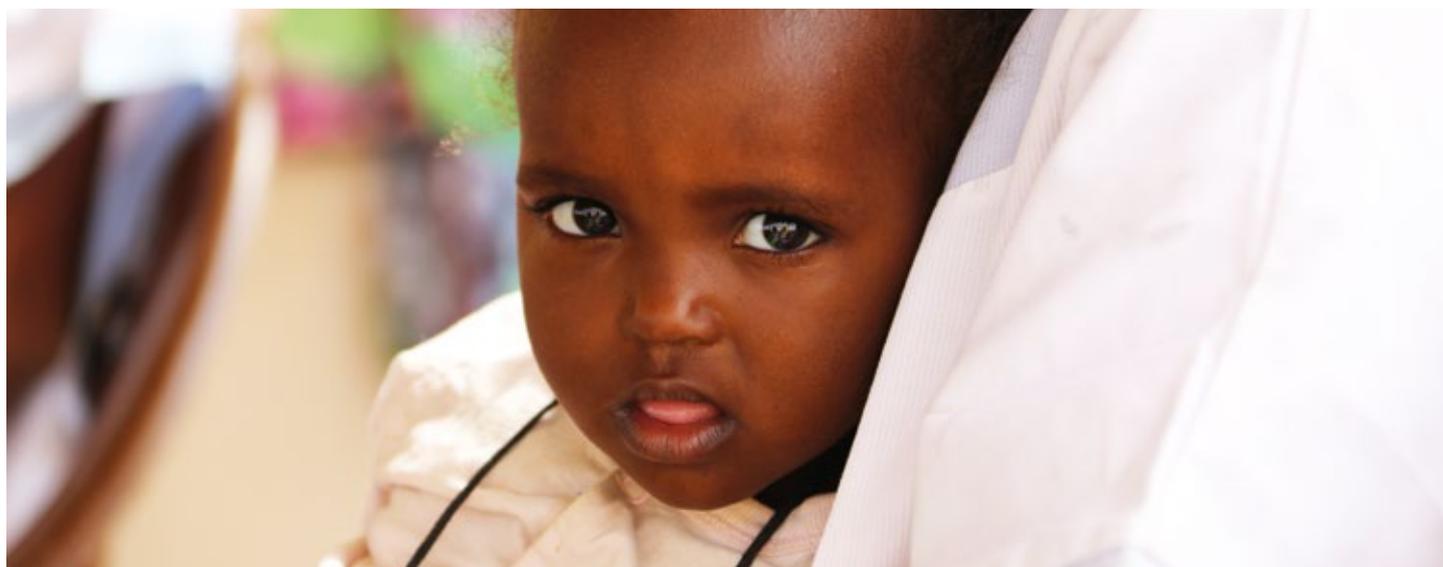
- 👉 Leading infectious cause of death in children worldwide.
- 👉 15% of the total number of pneumonia deaths are among children under 5 years.
- 👉 In 2013, 935000 deaths of children under 5 years were pneumonia related.



Micronutrient Initiative

In September 2014, Micronutrient Initiative launched, on behalf of the Minister of Health and Social Action and its partners, a national mass communication campaign to increase demand and use of Zinc and ORS in the treatment of childhood diarrhea in Senegal.

Speak Up Africa provided technical expertise to mass communication, social marketing, all communication media (radio spots, billboards, posters, etc.) and the dissemination plan.



Reproductive, Maternal, Neonatal Child Health

In partnership with PATH, Speak Up Africa (SUA) is currently engaged in a national health budget advocacy strategy. With an endorsement from the Director of the *Direction de la Santé de la Reproduction et de la Survie de l'Enfant* (DSRSE), SUA is advocating for an increase to the overall national health budget from its current 11% to 15% in accordance with Abuja targets promised in 2001; and to ensure child health commodities ORS/Zinc and Amoxicillin-DT, which effectively treat childhood diseases diarrhea and pneumonia, are placed at the top of the National Essential Medicine List.

With the support of international NGOs including Save the Children, positive relationships with UNICEF and the RMNCH Working Group, and a partnership with Micronutrient Initiative, SUA continues its efforts to ensure the proper resources are provided to secure a healthy childhood for children throughout Senegal.



Citizen Engagement.

- 👉 57% of Senegalese say how the government responds to the improvement of basic health services is “poor.”
- 👉 65% of Ivoirians believe that the media should constantly investigate and report on corruption and the mistakes the government may commit.
- 👉 45% of Guineans say they paid bribes to access water and sanitation services.
- 👉 43% of Togolese prioritize health as the most important issue Togo is facing.



Speak Up Africa promotes active citizenship. We need to intervene in the national dialogue, including the measures taken in our name, which play an effective role in increasing positive change and other healthy behaviors. Speak Up Africa strives to enlighten new generations of active citizens. We want to help the youth of the continent develop their skills and knowledge so that they are able to make informed decisions about their health for an improved quality of life.



With a wide range of platforms including Sama Video, Sama Music, Sama Photos, and Sama Cartoons, we give our citizens the means to hold their governments accountable regarding their 2001 commitment for effective allocation of 15% of the national budget toward health. Through new technologies and social media, we aim to build a social movement in favor of investment in health. Individuals will commit to invest in their own health by taking measures to prevent and promote healthy lifestyles. They will call on their governments so that they are developing similar investments in health.





Sama Video

Sama Video is a program initiated by Speak Up Africa, designed to provide an opportunity for individuals, particularly children in the communities, to speak about health problems they face in their daily lives.

Sama Video

sunu santé

In partnership with the NGO World Vision and Sup'Imax, a private higher education institution specializing in digital arts, Speak Up Africa recruited 10 children from the World Vision Fimela community in the Fatick Region of Senegal, and 4 students from Sup'Imax who chaperoned the children as they collectively conceived, wrote, and produced short films on health themes.



Sama Music

Speak Up Africa has partnered with Give1Project and Rhythm & Remedy to launch "Project Heartbeat," a workshop/innovative music studio in which awareness sessions for the malaria fight will be provided.



/SpeakUpAfrica



@Speakupfrica1



SpeakUpAfrica



JOURNÉE MONDIALE DE LA
SANTÉ
Lundi 7 avril 2014

#WORLDHEALTHDAY #IWD2014

Every
2
MINUTES

#MomAndBaby

A woman dies of pregnancy or childbirth-related complications.

710 DAYS UNTIL MDG4.

MILLENNIUM DEVELOPMENT GOAL 4
To reduce the mortality rate of children under 5 by 2/3, between 1990 and 2015.

#IWD2014

Healthy women would be the ones to carry the economy.
- Ellen Johnson Sirleaf -

#IWD2014

SIMPLE ACTIONS YOU CAN TAKE TO END MALARIA

COMMITMENT
Take action and remind your government of its commitment to allocate 15% of the national budget to health.

PREVENTION
Sleep under an insecticide-treated bed net every night.

TREATMENT
Visit the nearest health facility in case of fever to get tested for malaria and receive proper treatment.

Children have the right to live. Governments should ensure that children survive and develop healthy.

- The Committee on the Rights of the Child -

If you want to go fast, go alone.
If you want to go far, go together.

- African proverb -

Who, being loved, is poor?

- Oscar Wilde -

In the developing world, it's about time that women are on the agenda. For instance, 80% of small-subsistence farmers in sub-Saharan Africa are women, and yet all the programs in the past were predominantly focused on men.

- Malinda Gates -

#IWD2014

HISTORY WILL JUDGE US BY THE DIFFERENCE WE MAKE IN THE EVERYDAY LIVES OF CHILDREN

- Malala Yousafzai -



“

We really thank the partners who supported us when they saw that Senegal considered Malaria a priority. As part of the Millennium Development Goals where malaria has been identified as a condition on which we are working, Senegal reacted and the partners were able to join us in this effort. We know that there is an international economic crisis and these partners will not always be accompany us, so it is important to consider financing alternatives.

- Professor Awa Marie Coll-Seck -
Minister of Health and Social Action,
Senegal

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“

Over the past decade, Senegal was able to achieve significant results in the fight against malaria and the Football Combating Malaria initiative will revolutionize the approach we've had, particularly at a community level. Indeed, it truly allows us to raise awareness. We very much hope these nets with the image of Lionel Messi will be used, because as you know in Senegal, everyone follows this international star, and we think that usage of these nets will improve as Messi can mobilize the community which poses a problem.

- Dr. Mady Ba -
National Malaria Control Program
Manager

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“

We have come a long way since malaria was first placed on the international agenda. But the work is not finished. The momentum to roll back malaria must continue so that a maximum of endemic countries can reach the Millennium Development Goals. Beyond 2015, this momentum, part of the global plan of action against malaria, must continue until the number of malaria deaths worldwide approaches zero and this disease is eliminated. As this vision will become a reality, millions of individuals making up the poorest segments of the population are more likely not only to survive, but to thrive.

- Dr. Fatoumata Nafou Traoré -
Executive Director of Roll Back Malaria

”

“

The World Health Organization (WHO) recommends seasonal malaria chemoprevention (SMC) as an effective tool in the fight against this disease for the millions of children living in areas prone to a strong seasonal surge in malaria incidence in the Sahel and West Africa, where resistance to recommended medications is very low.” (SUA Website, News, SMC)

- Dr. Claude Emile Rwagacondo -
Coordinator of the Roll Back Malaria
Partnership for West Africa (WARN)

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It is with pleasure that I allow my image to be added to insecticide treated mosquito nets to encourage their use by children and families, so that they are well protected from malaria.

- Lionel Messi -
International Soccer Player

”

“

I also wanted to get involved in this campaign to honor many African heroes who are in the villages and towns and put all their skills, ingenuity, and intelligence to fight against Ebola. These people on the front line are often forgotten. Mothers, fathers, brothers and sisters who are doing everything they can to fight against Ebola – we must support them.

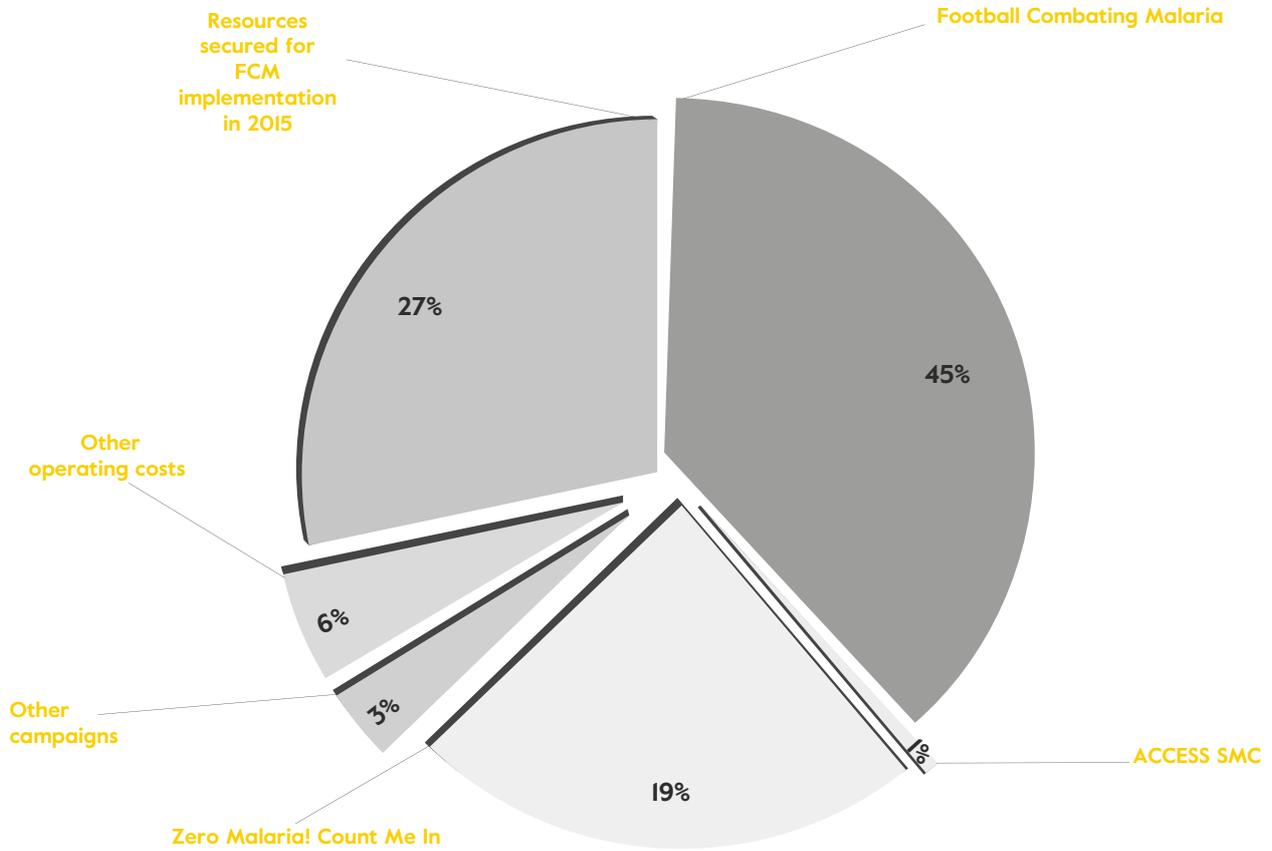
- Yaya Touré -
Ivoirian International
Football Player
moving to
Manchester City

”

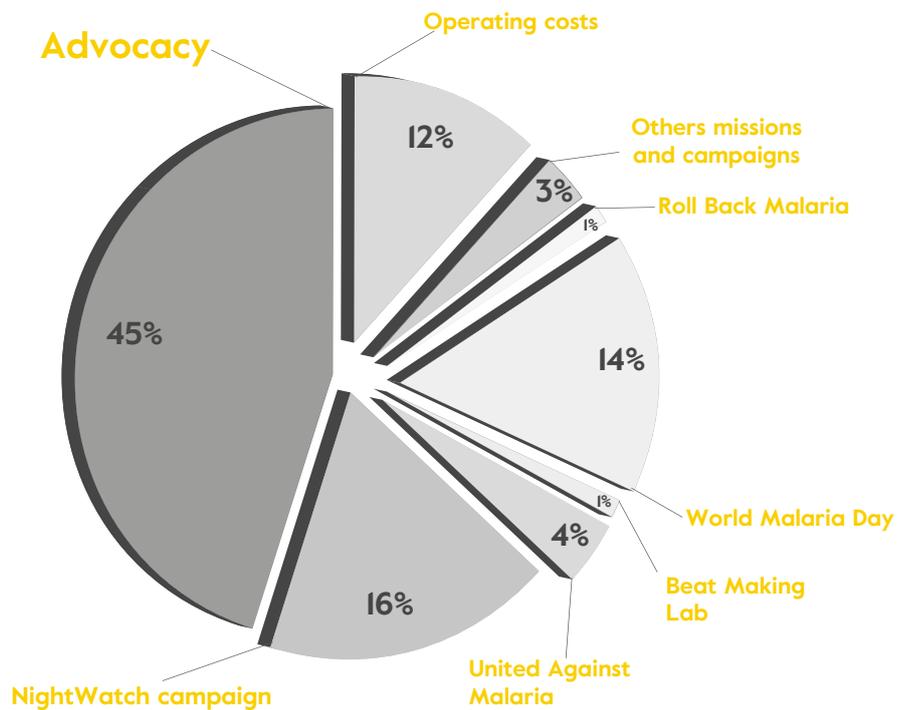




2014's Financial Overview



2013's Financial Overview





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